



Broadcast Solutions Update

Quarterly Newsletter



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In This Issue

[Technology & Product Update](#)

[NAB2009 Highlights](#)

[News / Wins / Installations](#)

[Partner Integration](#)

[Upcoming Events](#)

[Contact Us](#)

Quick Links

[MSV1000](#)

-

[Production Workflow](#)

-

[SeaChange News](#)

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Issue: 3

May 2009

Welcome to our third edition of the SeaChange Broadcast Newsletter!

As we approach the halfway mark of 2009 our focus is clear: to enable broadcasters to economically and reliably deliver premium content through the use of innovative software tools and rock solid broadcast servers.

Since our last issue, we have introduced some great new products and have made some significant improvements to existing models.

We recently exhibited at NAB2009, where below you will find a wrap up of what was a very successful (and award-winning!) show.



Read on to learn more!

NAB2009 - Show Highlights

NAB2009 was another exciting show for SeaChange customers - we hope you were one of the thousands of customers or partners who swung by to see us in our largest booth ever.

Here's a brief recap of the highlights from NAB2009:

First and foremost, broadcasters were keen on learning more about how SeaChange could enable them to economically monetize and deliver their content. Of particular interest was our newly announced [partnership with Data Direct Networks, Dalet, and Quantum](#) which delivers broadcasters a highly integrated and efficient production workflow. Thanks to this new partnership, broadcasters are able to deliver more content, faster and more cost effectively than ever before. See below Creation to Consumption Production Workflow Diagram.

[Click Here](#) For Creation to Consumption
Production Workflow Diagram

More details on this workflow located in the Partner Update section of this newsletter.

Also at the show, SeaChange launched the newest member of our broadcast family: the [MediaServer 1000](#) standalone multichannel ingest and playout server. TV Technology's editorial board heralded the product by recognizing the [MSV 1000 with their STAR \(Superior Technology Award Recipient\) Award](#). Customers were full of ideas about how they could deploy the MSV 1000 as an economical means to increase their storage and channel capacity right away.

The MSV 1000's "stream-through" functionality generated significant buzz at our booth. The unit operates not only as a standalone system for simple ingest and playout, but can also be combined with SeaChange's Broadcast MediaLibrary (BML) or DataDirect



Networks' (DDN) S2A to expand into a shared storage system with no download, enabling the content to "stream-through" the server. This takes full advantage of the format flexibility and variety which only SeaChange's software codecs offer to the marketplace. Clearly the MSV 1000 is one of the most significant technical product innovations of the year.

SeaChange customer requests were behind an additional announcement: the [BML6000ex](#) is now available with 450GB SAS drives and 2 IP streaming ports per node, adding bandwidth and storage density. Both of these additions enable broadcasters to further customize and cost-effectively strengthen their broadcast operations.

View our show wrap up by clicking below:



[Click here](#) to view ALL video podcasts from the NAB2009 show floor.

Read on to learn more about MSV 1000 and other product highlights.

TECHNOLOGY & PRODUCT UPDATE

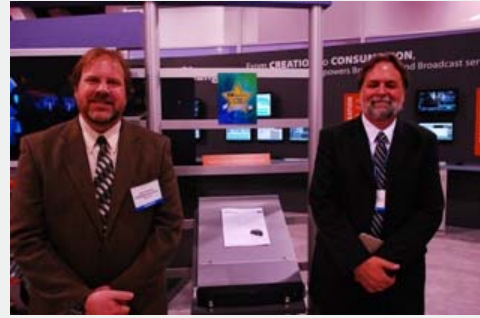
SeaChange continues to build on our rock-solid reputation in the server realm by introducing the industry's first solid state, completely flash memory-based storage solution. Check out what's new!

Media Server 1000



standalone ingest and playout server at NAB2009.

The award recognizes "outstanding technological innovations available to the broadcast industry." Pictured with the MSV 1000 are (l-r) SeaChange's John Keenan and Gary Thomas.



The MSV 1000 is:

- Economical - most affordable edge solution for SD, HD or combined deployments
- Efficient - high storage and codec density in a small form factor
- Flexible - enables broadcasters to "stream through" content directly from centralized storage
- Customizable - offers low end graphics capabilities; choice of SATA or Flash
- Versatile - provides choice via flexible SW based codecs unified within a playout server

[Click here](#) for the press release announcing the MSV 1000

[Click here](#) for a video podcast on the MSV 1000

Media Client & Media Gateway

In addition to our world class storage and play to air servers, SeaChange has made great strides with our [MediaClient & MediaGateway](#) software products to ensure broadcasters are empowered with innovative software tools and the widest codec choice. Currently *SeaChange has deployed nearly 6000 channels to air* - a clear indication that broadcasters worldwide are choosing SeaChange.



SeaChange software products are:

- Economical - facilitates the migration from legacy file formats, allows broadcasters to utilize their current infrastructure
- Diverse - offers the widest software codec choice for SD & HD
- Innovative - supports Play in Place feature that save broadcasters time and money
- Extensible - enables an easy software upgrade to support HD operations

SeaChange Supported Codecs	
SD	HD
Main Profile	Main Profile @ High Level
4:2:2 Profile	4:2:2 Profile @ High Level
IMX 30/40/50	Main Profile @ High 1440 Level
DV25 (DVCPPro), DV50 (DVCPPro50)	4:2:2 Profile @ High 1440 Level
IEC-DV (DV CAM or DVSD)	XDCAM HD
	HDV
	DV 100
	DNxHD 120, 145, 180, 185, 220

[Click here](#) for more information on the MCL6000

Production Workflow

From Creation to Consumption SeaChange enables broadcasters to monetize their premium content and nowhere is this more evident than in the Production Workflow SeaChange has created. The SeaChange Production Workflow enables:

- Direct Ingest - eliminates the time consuming caching step which significantly speeds up workflows from encoding to editing. Direct Ingest also eliminates the need for a playout server in the front end from production storage - saving broadcasters time and money.
- Edit in Place - saves time by enabling users to edit the file while it is on the DDN storage.
- Play in Place - eliminates extra steps in production by enabling the playback of multiple formats back to back on the same output channel utilizing SeaChange MediaClient codecs
- Direct playout - eliminates the need for the playout servers typically required to support playout from production storage - another major time and money saver for broadcasters.

[Click here](#) to view the Accelerating Workflows video podcast

[Click here](#) to view the Production Workflow Diagram

Partner Integration

Partnership Streamlines Tapeless Workflows

NAB 2009 marked the announcement of a partnership between [SeaChange, Data Direct Networks, Dalet and Quantum](#). The workflows enabled by this partnership have been met with a lot of enthusiasm as broadcasters seek new ways to economically expand their operations.

"In today's hyper-competitive entertainment marketplace, broadcasters need the ability to be innovative in their programming and accelerate workflows to adapt to the drastic shift in viewing habits, while still keeping operating expenses in check"
Chris West, VP Broadcast Sales,
SeaChange International.

**This partnership enables
broadcasters to capitalize on:**

- The industry's only solution capable of scaling to petabytes of storage while delivering up to 6GB/s of bandwidth
- The leading MAM solution in the market from Dalet specifically tuned for sports and news production
- A streamlined workflow that utilizes Direct Ingest to eliminate costly front end ingest servers
- A versatile workflow that enables Play in Place to playout directly from centralized production storage
- The most robust file system (StorNext from Quantum) for complete production operation control



